

# Just Behave!

## Influencing Homeowners to Pay for Efficiency and Actually Save Energy

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**Seville**  
CONSULTING

# What We Do

- Insulation
- Air Sealing
- Moisture Control
- Ventilation
- Combustion Safety

# The Problem

- We Can Do It, But:
  - Demand Is Low
  - Sales Process is Difficult
  - Homes Aren't Operated Efficiently



# Where is The Demand?

- Low Energy Costs
- High First Cost
- Financing
- Ignorance
- Process vs. Product

# Where is The Behavior?

- Low Energy Costs
- Ignorance
- Laziness
- Discomfort
- Sacrifice



# Changing Behavior

- Industry
- Professional Allies
- Owners





# The Industry

- Must Improve
  - Marketing
  - Sales
  - Delivery
- Some People Want Details
- Some Don't

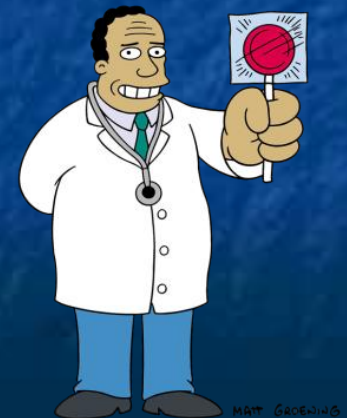


# Professional Allies

- Real Estate
- Mortgage
- Utilities
- Medicine

A close-up of a pen pointing at a table of interest rates.

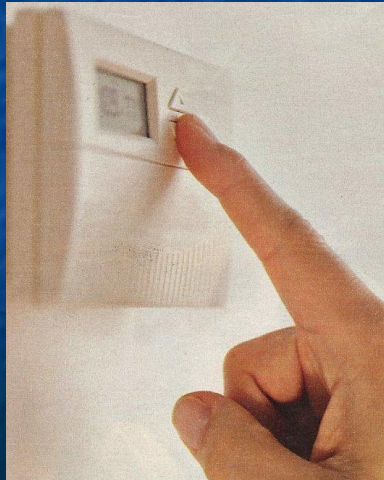
|                 |       |      |
|-----------------|-------|------|
| Prime rate      | 5.50  | 4.50 |
| Discount rate   | 3.50  | 2.50 |
| Funds           | 2.50  | 1.50 |
| 3-mo. T-bill    | 2.89  | 1.50 |
| 1-yr fix mort.  | 5.72  | 5.50 |
| 5-yr adj. mort. | 4.47  | 4.50 |
| Money mkt.      | 0.55  | 0.50 |
| 2-yr T-bill     | 2.615 | 1.40 |
| 3-yr T-bill     | 2.650 | 1.50 |





# Occupants

- Should:
  - Live Efficiently
  - Demand High Performance

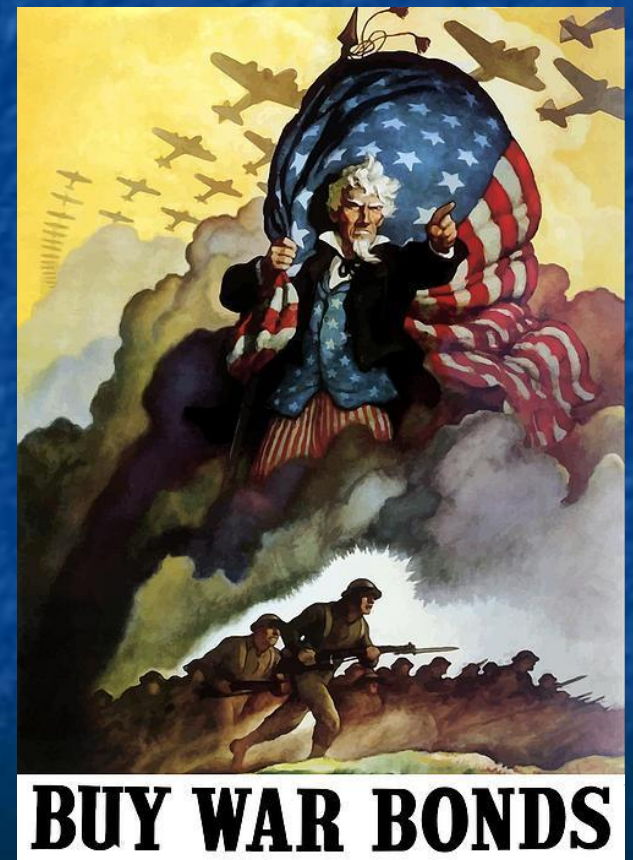


# Marketing

- Make It Sexy
- Make Alternative Unacceptable
- Successful Models
  - Polio/Flu Immunization
  - Anti-Smoking
  - Apple
  - Viral Social Media Campaigns

# Marketing Efficiency

- Requires Political Will
- Public Awareness
- Provider Awareness





# Political Will

- Government Leads
- Private Sector Engages
- Regional & State Efforts
  - Successes
  - Challenge
- Where is National Effort?

# Public Awareness

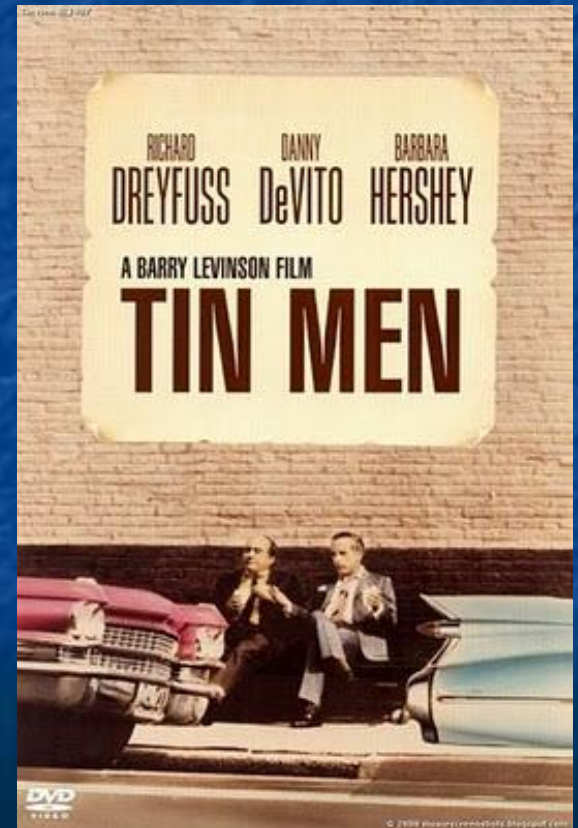
- Homeowners
- Renters
- Landlords
- Create Demand





# Provider Awareness

- Broaden Base
  - Remodelers
  - HVAC
  - Insulation
  - Real Estate
  - Siding
  - Windows





# Potential Conflicts

- Real Estate Sales
- Energy Auditors



# People Will Buy Anything

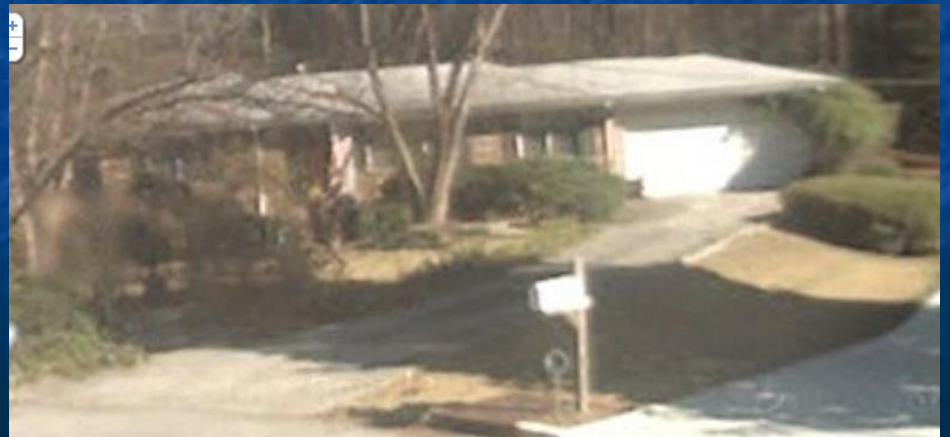


- What Will Make Them Want Efficiency?



# Selling Efficiency

- One Call Close
- Standard Packages
- Sell Without Testing (HERESY!)
- Pre-Estimating





# Occupant Behavior

- Education
- Advice
- Commanding
- Appealing
- Inducements
- Coercion
- Legal Sanctions
- Peer Pressure
- Nudging
- Decoupling
- Dynamic Pricing
- Financing Options

# Changing Focus

- Building Performance
  - Continuous Improvement
  - Existing Techniques
  - New Products
  - New Processes
- Limited Opportunity for Big Changes

# Changing Focus

- Business Model
  - Marketing
  - Sales
  - Owner Behavior
- Immature Part of Industry
- Opportunity for Biggest Changes



# Changing Our Own Behavior

- When We Change Our Focus:
  - Invest in Marketing
  - Invest in Behavior Change
- We Will Create Demand
- We Will Affect Owner Behavior
- We Will Be Successful

# Thank You

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